

**SYSTEM AND METHOD FOR AUTOMATICALLY  
PERSONALIZING WEB PORTALS AND WEB SERVICES  
BASED UPON USAGE HISTORY**

**ABSTRACT OF THE DISCLOSURE**

- 5        A method (and system) of displaying predetermined objects on a web page accessed by a user, includes one of displaying only those objects of the web page which the user has accessed a predetermined number of times previously and displaying only those objects of the web page which the user has specified in advance.